Federal City Performing Arts Association
Board of Directors Meeting Minutes

Wednesday, October 23, 1996, 7:30 pm
2801 M St, NW, Washington, DC

DIRECTORS:	Present:	Fred Boykin, Dick Dorr, Bill Eadie, Jack Gerard, Thom Gibb, Darrell Lewis, Jim Madigan, Jeff Peirce, John Perkins, Henry Salevsky, Joe Vignali.
	Absent:	Bob Wheeler
STAFF:		Jim Holloway, Nathan Monell.
GUESTS:		Rod Fiorito.

I. Call to Order

Meeting Called to Order at 7:32 pm by Boykin.

II. Approval of Minutes

Monell offered a correction to the Executive Director's report.
Peirce moved, Gerard seconded, to approve the September 25, 1996 minutes as corrected.
Unanimous in favor. Minutes approved.

III. Financial Report

- Peirce distributed the Balance Sheet for September 30, 1996 and a Year-to-date budget variance income statement for the three months ended September 30, 1996. The first quarter close report will be forthcoming.
- Also distributed were graphic charts of the FY 1997 budget that will be distributed to chorus members during a special question and answer session with the Executive Committee at the Retreat. Questions regarding the budget were entertained. Peirce was thanked for providing this illumination of the budget.

Lewis moved, Vignali seconded, to accept the Financial Report.
Unanimous in favor. Report accepted.

- Peirce presented an update report from the Finance Committee regarding establishment of guidelines for the James Richardson Fund. A discussion of the issues and several operational scenarios were offered.
- He also reported that the Finance Committee and Executive Committee were aware that the office computer was not providing support necessary for the financial system and data base. Alternatives are being examined.

IV. President's Report

- The new session at the retreat will be a state of the chorus report, in which Boykin will offer feedback on the July GALA return-trip survey, Peirce will discuss the budget, and questions will be

entertained. It is intended to help further the goal of better communication. Board members are asked to contribute their own comments and help in answering questions.

- Due to the forthcoming sale of the Levine School of Music building, we have been given notice that our space must be vacated by January 31, 1997, although Levine is exploring options to extend that date. Vignali is in contact with them and is seeking other GMCW space possibilities.
- Boykin is appointing a new ad-hoc committee for one year, the Artistic Advisory Panel. This matter will be fully addressed in the Task Force on the Total Concert Experience report.
- Nathan has been working hard with many committees, but overall time being spent with committees has become excessive. In order to allow him time to work on long-term goals, Fred is setting new priorities for his committee attendance,
- We have received a letter from the Lesbian and Gay Chorus of Washington announcing their intention to bid on the 2000 GALA festival and inviting our participation. In discussion with the Executive Committee, and in reviewing previous Board examinations of this issue, it is our assessment that holding this festival in Washington is not financially feasible for either GALA or member choruses. We will decline the invitation but offer to be involved in other collaborative efforts, such as a Leadership Conference in 1999. Members with objections to this are invited to discuss them with Fred.
- Perkins was asked to read aloud Article 4, Section 10 of the FCPAA Bylaws (Board of Directors Removal and Resignation). Members were reminded of their attendance obligation and the vital importance of their involvement to the chorus. Boykin will ask the Executive Committee to review cases of absences where necessary to comply with the Bylaws.
- The Executive Committee is of the opinion that the chorus needs to have a standard for red ribbons and the occasions when they will be worn. The appropriate parties will be asked to address this.
- Fred thanked Nathan (as he had thanked Jim at rehearsal) for his hard work and diligent efforts on GMCW Presents. Peirce noted that much of the success of the concert was due to the partnership of Jim and Nathan working together.

V. Executive Director's Report

- A detailed written report was distributed. Monell observed we as an organization and the board in particular are accepting new challenges and taking them on. He is proud of the chorus and this management team for the courage shown in growing this organization.
- He reviewed the Holly Near concert, noting that we anticipate a break even financial outcome. Overall the event was a success and provided a tremendous learning experience for us. We received very positive feedback from both Holly Near and Eastman Kodak.
- Specific projects cited for the last month were working with the James Richardson Endowment Fund, serving as liaison on legal issues, continuing to oversee fine tuning of the financial management system, making inquiries into the possible services of another auditor for next year, and attending 30 chorus related events, committee meetings, socials and community relations activities.
- Monell cited several accomplishments made this year in the area of ticket sales and projected these efforts will help us build our 10% increase in sales over last year. He offered four actions members could pursue to address immediate ticket sales needs.
- He presented a Fund Raising Team Plan for 96-97 developed with the fund raising co-chairs that itemized special events planned and persons responsible for each. Board members were invited to review these and see where they might be able to help out.

VI. Task Force on the Total Concert Experience Report

- Task Force chair Rod Fiorito distributed a comprehensive written report dated October 16, 1996.

Prior to reviewing each major section of the report, he noted that the recommendations were not tightly coupled so they don't all need to be implemented for the plan to work, and that the timing for implementation of recommendations will vary so some can be done immediately and others can be phased-in.

- Boykin thanked Fiorito and the task force for splendid job well done, and announced that he was making preliminary assignments to specific individuals to look at the recommendations and advise him on their implementation. Questions and comments were received.

Peirce moved, Vignali seconded, to accept the Task Force on the Total Concert Experience Report, and to charge the Artistic Advisory Panel and the Executive Committee to take these recommendations under advisement.
Unanimous in favor. Motion approved.

VII. Music Director's Report

- Holloway thanked everyone for their support for the Quilt weekend, for their efforts and their success. We have also re-connected with the Cathedral in a very important way.
- A phone request has been received for a chorus performance on World AIDS Day in Arlington County. It was declined because of a conflict with the last rehearsal before the Holiday concert.
- One of our scheduled retreat clinicians, Jay Kawarsky, will not attend due to recent surgery. Michael Hayden will attend and lead a vocal workshop.
- Board members and interested persons are invited for a screening of a documentary film about GMCLA's 1991 European tour at Holloway's house on November 11 at 7:30 pm. The purpose is to show the tour experience and to build interest among our leadership in a GMCW tour of Europe.
- Holloway requested confirmation of the 1997-98 season themes based on prior presentations for budget and planning purposes in June and September.

Lewis moved, Gerard seconded, to accept the recommendations as Holloway has presented for the 1997-98 season themes.
Unanimous in favor. Motion approved.

VIII. Team Reports

- *Membership* - Lewis reported everything in order for the retreat. We have a full house. There have been five requests for scholarships and three requests for payment plans, all of which have been granted. Rosters have been distributed. Chorus membership appears to be holding at 140.

- *Fundraising* - Gerard cited several examples of collaborative efforts ("cross-pollination") among individuals and groups that demonstrate the value of working well together, which we're doing. He will be in charge of the Sponsor program for the 1997 Capital Club auction and welcomes any suggestions. David Streit will head the Fall phonathon at the end of November or early December. Has been working with the Capital Club on their membership renewal process.

- *Advertising* - Gary Regan and Gerard are selling a lot of ads and things are going well. An advertising letter was sent out to all of last year's advertisers also inviting them to purchase season tickets.

- *Space and Production* - Vignali discussed the space situation at Levine which has three components. Approval has been received from the Executive Committee to seek new space for production storage and that is being pursued. Moving the music library and rehearsal space for A Few Good Men is yet

to be worked out. He thanked everyone for their cooperation with the Holly Near concert and Washington Cathedral appearance. He reminded the Board that there are about 20 individuals in the background assisting with the production at a concert: chorus members, support staff, capital club, music staff, and vendors, all of whom play an important role.

- *Merchandizing* - Dorr announced that we should be receiving the Holiday CDs on Tuesday. With the CDs in hand we need to hustle to get chorus members excited about sales. They would like to hold a launch event, perhaps at Borders in Pentagon City, but this is just being explored.

- *Community and Public Relations* - Gibb thanked Eadie for all his work on the Holly Near PR. Kit Grieder has taken charge of the newsletter which should be out early November. David McMullin of Whitman-Walker is reviving their Living Space program and will handle all PWA tickets for us and will assure that all tickets are being used. Kathleen Irwin of the Hospital for Sick Children is very interested in collaborating on the Holiday concert. Monell announced that the DC metro area chapter of PFLAG will co-sponsor the In Recital ("Prayers for Bobby") concert and will be doing a mailing for us.

- *Marketing* - Salevsky distributed a written report and reviewed the following activities: Several great lessons were learned from the Holly Near concert - new vendors and collaborators were discovered. The Holiday concert marketing effort is moving forward and initiates a new look for our concert posters. We will also for the first time sell tickets through a professional telemarkting firm on a trial basis. Negotiations are currently underway with Box Office Tickets, Inc. to serve as the official GMCW ticket provider. Final marketing efforts for the Holly Near concert were reported.

IX. Old Business

None.

X. New Business

Peirce moved, York seconded, to move into Executive Session.
Unanimous in favor. Board moved into Executive Session at 9:23 pm.

Dorr moved, Gerard seconded, to move out of Executive Session.
Unanimous in favor. Board moved into open session at 9:47 pm.

XI. Adjournment

York moved, Dorr seconded, to adjourn the meeting.
Unanimous in favor. Meeting adjourned at 9:48 pm.

Respectfully submitted,

John E. Perkins
Secretary
FCPAA